

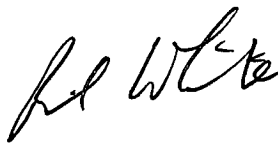
CHILDREN'S PROGRAMMING COMMERCIAL LIMIT COMPLIANCE
DISCREPANCY REPORT

CHILDREN'S PROGRAMMING COMPLIANCE

I, Rick White, in my capacity of Regional Program Coordinator of WSYX/ABC6, Columbus, OH, hereby certify that for the period from July 1, 2007 to September 30, 2007:

1. I am familiar with the commercial limits imposed by Section 73.760 of the FCC's rules (no more than 12 minutes per hour of commercial material may be broadcast during children's programming* during the week, and no more than 10 ½ minutes per hour on the weekends);

* 'Children's programming' when used here means programming originally produced and broadcast primarily for the audience of children 12 years old and under.

A handwritten signature in black ink, appearing to read "Rick White", is positioned in the lower center of the page.

CHILDREN'S PROGRAMMING COMMERCIAL LIMIT COMPLIANCE
DISCREPANCY REPORT

CHILDREN'S PROGRAMMING COMPLIANCE

I, Rick White, in my capacity of Regional Program Coordinator of ESYX/MyTV, Columbus, OH, hereby certify that for the period from July 1, 2007 to September 30, 2007:

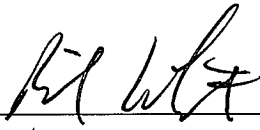
1. I am familiar with the commercial limits imposed by Section 73.760 of the FCC's rules (no more than 12 minutes per hour of commercial material may be broadcast during children's programming* during the week, and no more than 10 ½ minutes per hour on the weekends);

* 'Children's programming' when used here means programming originally produced and broadcast primarily for the audience of children 12 years old and under.

A handwritten signature in black ink, appearing to read 'Rick White', with a long horizontal flourish extending to the right.

WEBSITE CERTIFICATION

I, Rick White, in my capacity of Regional Program Coordinator hereby certify that for the period from July 1, 2007 to September 30, 2007, television broadcast station WSYX/ABC6 (Columbus, OH) has complied with the FCC's Website Rule relating to children's programming.


Signature

Rick White
Print Name

10/9/07
Date

ABC COMMERCIAL LIMITS
AND WEB SITE RULE COMPLIANCE CERTIFICATION,
THIRD QUARTER 2007

FOLLOWING IS A LIST OF ALL ABC TELEVISION NETWORK PROGRAMS DESIGNED FOR CHILDREN TWELVE YEARS OLD AND YOUNGER THAT WERE SCHEDULED FOR BROADCAST DURING THE THIRD QUARTER OF 2007, JULY 1, 2007 THROUGH SEPTEMBER 30, 2007. THIS CERTIFIES THAT ALL OF THESE PROGRAMS WERE FORMATTED (IN THE ORDER AND AT THE TIMES INDICATED) TO ALLOW FOR NO MORE THAN 10.5 MINUTES OF TOTAL COMMERCIAL TIME PER CLOCK HOUR ON WEEKENDS AND 12 MINUTES OF TOTAL COMMERCIAL TIME PER CLOCK HOUR ON WEEKDAYS, OR HALF THAT ALLOTTED TIME FOR AN ISOLATED HALF HOUR OF CHILDREN'S PROGRAMMING.

IF THE NETWORK SCHEDULED A HALF-HOUR CHILDREN'S PROGRAM CONTAINING 5.5 COMMERCIAL MINUTES IN A CLOCK HOUR WITH A NON-CHILDREN'S PROGRAM, THE NUMBER OF NETWORK COMMERCIAL MINUTES IN THE CHILDREN'S PROGRAM WOULD HAVE BEEN DECREASED TO COMPLY WITH THE COMMERCIAL LIMITS.

Children's Weekend Programs (series)

1. Program: The Emperor's New School
Duration: Half-hour (Saturdays, 9:00-9:30 AM NYT)
Number of Network Commercial Minutes: 4:30

2. Program: The Replacements
Duration: Half-hour (Saturdays, 9:30-10:00 AM NYT)
Number of Network Commercial Minutes: 5:00

3. Program: That's So Raven
Duration: Half-hour (Saturdays, 10:00-10:30 AM NYT)
Number of Network Commercial Minutes: 4:30
4. Program: That's So Raven
Duration: Half-hour (Saturdays, 10:30-11:00 AM NYT)
Number of Network Commercial Minutes: 5:00
5. Program: Hannah Montana
Duration: Half-hour (Saturday, 11:00 AM-11:30 AM NYT)
Number of Network Commercial Minutes: 5:00
6. Program: The Suite Life of Zack and Cody
Duration: Half-hour (Saturdays, 11:30 AM-12:00 PM NYT)
Number of Network Commercial Minutes: 4:30
7. Program: Power Rangers: Operation Overdrive
Duration: Half-hour (Saturdays, 12:00-12:30 PM NYT)
Number of Network Commercial Minutes: 5:00
8. Program: Power Rangers: Operation Overdrive
Duration: Half-hour (Saturday, 12:30 PM-1:00 PM NYT)
Number of Network Commercial Minutes: 4:30

Children's Weekend Specials

None

Children's Weekday Programs

None

Children's Weekday Specials

None

* * * * *

ALL ABC TELEVISION NETWORK PROGRAMS DESIGNED FOR CHILDREN TWELVE YEARS OLD AND YOUNGER, SCHEDULED FOR BROADCAST DURING THE THIRD QUARTER OF 2007, COMPLIED WITH SECTIONS 73.670(b), (c) AND (d) OF THE RULES OF THE FEDERAL COMMUNICATIONS COMMISSION, 47 C.F.R. § 73.670(b), (c) AND (d). NONE OF THESE PROGRAMS, AND NO PROMOTIONAL OR PUBLIC SERVICE ANNOUNCEMENTS SCHEDULED BY THE ABC TELEVISION NETWORK WITHIN OR ADJACENT TO THOSE PROGRAMS, CONTAINED ANY URLs, WITH THE POSSIBLE EXCEPTION OF (a) FICTIONAL URLs IN PROGRAMMING, (b) URLs OF COMMERCIAL-FREE WEBSITES THAT SATISFY 47 C.F.R. § 73.670(b), OR (c) URLs, NOT UNDER THE CONTROL OF THE LICENSEE, OF NON-PROFIT OR GOVERNMENT ENTITIES WITHIN PUBLIC SERVICE ANNOUNCEMENTS AIRED ON BEHALF OF THOSE ENTITIES, OR MEDIA COMPANIES IN PARTNERSHIP WITH THOSE ENTITIES.

Affiliate Relations

Date: _____



INSPECTOR GADGET'S FIELD TRIP

Curriculum Statement

- Target Audience: 8 – 11-year-olds
- Core topics: World geography (physical and cultural), history, and science
- Goal: To engage and stimulate interest in learning about the diverse regions, cultures, and histories that characterize today's world.

Curriculum Overview:

Class field trips – remember them? A chance for kids to see how some of the things they learn about in the classroom take form in the real world. And perhaps more important, a chance for good teachers to expose kids to new, exciting ideas – the kinds of ideas that not only excite kids, but that made the return to the classroom more engaging, more fun. Of course, for most kids most field trips stick relatively close to home. After all, everybody has to be back at school the next day. That is, unless they take one of Inspector Gadget's Field Trips. He can take kids anywhere in the world.

In this series, Inspector Gadget (and the voice of Don Adams), one of children's all-time favorite animated characters, leads 8 – 11-year-olds on field trips to some of the most interesting, exciting places in the world: London, China, the NASA Space Center, the Old West, and more. Combining animation with live-action footage, they are journeys filled with fascinating sights and exciting insights. We see how people live in other parts of the world (and sometimes in other historical eras). The shows reveal both differences and commonalities among various peoples, various cultures. Most trips contain some geography, some history, some science ... and a whole lot of social science.

Inspector Gadget's Field Trips, produced in cooperation with the National Education Association (NEA), exposes young viewers to some of the most interesting geographical and historical sights in the world. It is designed not only to teach about the larger world in which today's kids live, but more important, it is designed to engage their interest and stimulate their desire to learn more. By exposing young kids to the colorful facts, quirks, and interesting legends and lore associated with the places they visit, each episode is designed to spark viewers' imagination – to excite them with the idea of finding out more about their world. In short, the goal of *Inspector Gadget's Field Trips* is not only to

teach kids about distant places, but to promote the belief that knowing about our complex world is both interesting and fun.

Inspector Gadget

Educational Issues and Log Lines

IGF101

Segment A:

Topic: NATIVE AMERICAN CULTURES (SOUTHWEST)

Fieldtrip Logline: Inspector Gadget explores Native-American culture, from the buffalo dance at the Indian Pueblo Cultural Center to pottery-making at the Zia Pueblo. He learns about *tipis*, ventures into an underground *Kiva*, and investigates old cliff dwellings at both Mesa Verde National Park and Canyon De Chelly in New Mexico.

Segment B:

Topic: PLYMOUTH PLANTATION -THE PILGRIMS

Fieldtrip Logline: At the Plymouth Plantation, the Inspector takes a look at the Mayflower Compact, watches a re-enactment of the First Thanksgiving Feast, and explores the contributions of Squanto and the Wampanoag Tribe. He then leaps forward to the Salem Witch Trials where he visits the cells of accused witches at the Salem Witch Dungeon Museum.

IGF102

Segment A:

Topic: VENICE, ITALY

Fieldtrip Logline: Inspector Gadget goes to Venice, Italy to check out St. Mark's Square, including the Campanile and the Winged Lion of St. Mark. He then takes off to the Leaning Tower of Pisa to find out why it leans, and along the way, he unravels the mystery of Galileo Galilei's Law of Falling Bodies.

Segment B:

Topic: SAN FRANCISCO, CA



Sabrina's Secret Life

Curriculum Statement

Mission: To support and promote positive social learning by providing engaging models of character development and life skills while entertaining 9 – 12-year-olds.

Need: Parents of grade school children (ages 7 - 12 years) consistently identify such characteristics as honesty, perseverance, independence, self-efficacy, respect for diversity, and such life skills as getting along with others, literacy, good study habits, helping, sharing, and general civility as critical to their children's development. Moreover, they as consistently complain about the difficulty of locating television programs that model positive attributes such as these for young viewers.

There is little question that children can benefit from such programming. Between the ages of eight and twelve, children's lives change dramatically. The years between the end of grade school and junior high mark a transition from relative dependence to relative independence – from a world in which most activities still revolve around the immediate family to one marked by growing mobility and contact with new people, new situations, new ideas. During these years, children face the task of figuring out how to continue to relate and interact in the family at the same time they begin to establish independence and to explore new information and respond to new demands from “outside” the family.

This is not an easy task. New situations confronting children as they approach junior high school create a good deal of uncertainty. These ‘tweens’ begin to experience a pull between the world of “my family” and the world of “me and my friends.” They explore how to function as independent beings at almost the same moment their concern with the opinions and evaluations of others – particularly other kids – begins to grow. Small wonder that many find the world a scary place. Small wonder that so many parents and teachers bemoan the dearth of models and “scripts” that can help show children how to get along with others, develop self-reliance and good character, establish individuality and fit in at the same time. Small wonder parents call for more television programming portraying the kinds of values and behaviors that help promote children's successful navigation of these critical years.

Concept: Sabrina at fourteen...half mortal, half witch, struggling to master both roles as she enters the confusing world of junior high school. Sabrina's lessons in how to be a good witch are demanding, but no more so than what she must learn in order to be a good human. Witching lessons in levitation, incantation, and prestidigitation are tough, but

learning such human attributes as loyalty, honesty, self-efficacy, tolerance, perseverance, independence...these are true challenges. Each week, as Sabrina confronts her two sides, she discovers that the magic of becoming human is even more demanding and more powerful than the magic of the Netherworld.

Approach: Mix one fourteen-year-old witch in the making, one centuries old wizard trapped in the edgy persona of an urbane black cat, and two 400-year-old Netherworld aunts in the bodies of young adults. Add one junior high populated by a nasty full blooded witch named Cassandra, a dream-boat called Harvey, a best friend and confidant named Maritza, and assorted teachers, coaches, classmates, and hangers-on. Blend in some homework assignments, drama tryouts, cookie-selling competitions, and assorted junior high school catastrophes. Then add an occasional warlock, dragon, bogeyman, or Attila the Hun. If you think newts and lizard tails make a potent potion, wait 'til you see the wild, wacky and wonderful prosocial lessons that bubble up from this brew!

Sabrina – thirteen years old, half mortal, half witch, and in love with life. She approaches school, friendship, and growing up with enthusiasm. No challenge is too big, but life can sometimes be terribly confusing. As she struggles to understand and master her human side, Sabrina provides an excellent role-model for the nine to twelve year old audience. She is young, enthusiastic, cool (what half witch wouldn't be?), and faces many of the same kinds of issues and problems that most contemporary tweens encounters. And she deals with these issues and problems in concrete ways that are relevant to the lives of today's kids.

Sabrina is positive, self-reliant, competent...and open to new ideas. She listens, learns from her mistakes, and does what is necessary to reinforce the lesson for others. With the help, guidance, and explicit comments of Salem (an ancient wizard turned into a sardonic but insightful cat) and Hilda and Zelda (four-hundred-year-old, "aunts" assigned to help Sabrina become a fully functioning witch), both Sabrina and the viewing audience confront engage important information about what it takes to become a positive human being.

Attractive characters; entertaining story lines that mirror the kinds of issues and situations that concern children in middle childhood; and stories that examine those issues in concrete, explicit terms that children can understand – all these make *Sabrina's Secret Life* a prime example of the power of combining entertainment and education.

E/I ISSUES & SYNOPSES

SAS111

AT THE HOP

Trying to help Sabrina, Maritza asks Harvey to a girl's choice dance in order to save him from Cassandra. When Sabrina finds out about her best friend "dating" Harvey, she gives Maritza no chance to explain. She accuses her best friend of betraying her, and even goes so far as to team with Cassandra to seek revenge on Maritza. Fortunately, Sabrina eventually discovers that good friends must trust each other, and her friendship is saved.

E/I Issue(s): friendship; trust

SAS112 **SCHOOL SPIRIT**

Because she is frustrated at continually coming in second best into Cassandra, Sabrina ignores Mr. Snipe's admonition that "doing one's best is far more important than being the best," and resolves to do whatever it takes to be best...to win at all costs. A contest to see who can sell the most cookies to raise money for the school turns into pandemonium because Sabrina uses forbidden magic to help her attain her goal. Ultimately she learns that one does not have to *be* the best to be a winner; the important thing is simply always to do one's best.

E/I Issue(s): doing one's best

SAS113 **I'M A SLAVE FOR WHO?**

Harvey is involved in so many activities that he has little time for Sabrina. If only her were different! Sabrina finally becomes so frustrated that she casts a spell that turns Harvey into her "love slave." But she finds that having Harvey fawning over her every minute of the day is no fun, and much more than she bargained for. But when she tries to turn him back into his old self, she messes up the spell, and Harvey becomes someone who loves himself more than anything in the world. Before things get straightened out, Sabrina learns how important it is to appreciate people for who they are, not who she would like them to be.

E/I Issue(s): accepting people as they are

SAS114 **PUTTING OFF**

Sabrina often puts things off until the last possible minute...cleaning her room, straightening her closet, and this time, writing an important history report on Attila the Hun. When it turns out that her assumption that Salem knew all about Attila is wrong, the only thing left to do is call the Hun back from history. Trouble is, he doesn't want to return to history, and neither does Ghengis Kahn, who also shows up. The two are on the verge of conquering Greendale. Sabrina must figure out how to get them to return to their own century – and she must face the fact that procrastination leads to all sorts of unfortunate consequences.

E/I Issue(s): Procrastination

SAS115 **JUST A RUMOR**

When Sabrina helps spread and then becomes a victim of a rumor, she decides to find out who is spreading them. It appears to be Cassandra, and in an attempt to teach her a lesson, Sabrina goes to the Rumor Mill, the source of all rumors. She tries to start one little, harmless rumor about Cassandra to teach her a lesson, but ends up letting hundreds of rumors free – so many that they threaten to take over Greendale. Before she figures out a way to get rid of them, Sabrina learns that there is no such thing as a harmless rumor – and that only the truth shall set you free.

E/I Issue(s): spreading rumors



Archie's Weird Mysteries

Curriculum Statement

Each week Archie and the gang negotiate their way through yet another "weird mystery." They encounter many of the same problems and issues confronting today's pre-teens: how to get along with others; how to build and maintain self-confidence; what kinds of values and behaviors lead to both self-respect and respect from others. Because Archie, Jughead, Betty, Veronica, and their classmates are engaging characters with whom young viewers easily identify, they serve as excellent role models. As they deal with such pro-social issues as honesty, perseverance, dependability diversity, self-reliance, and self-respect, their struggles and what they finally learn provide young viewers with the kinds of "life lessons" that study after study indicates parents and teachers value.

ARCHIE'S WEIRD MYSTERIES

Episode Synopses (w/educational focus)

AWM101 THE JUGHEAD INCIDENT

Government agents are convinced by Jughead's eccentric behavior that he is an advance scout for an alien invasion fleet. Will Archie be able to find the real alien before Earth is invaded and save Jughead from a dreaded Government interrogation?

E/I Issue(s): "Uniqueness is important in the world."

AWM102 MONSTER IN THE NIGHT

A monstrous man of incredible strength is making evening appearances in Riverdale. Smells like a weird mystery to Archie and he begins seeking out clues to discover the secret of this creature. Archie's investigation leads him to uncover the side effects of a new energy drink being tested on unsuspecting citizens of Riverdale. The truth of about these experiments leads to the most shocking discovery of all - the monster man of Riverdale is Archie himself!

E/I Issue(s): "Doing the right thing means that sometimes you have to give up what you want for the greater good."

AWM103 THE DAY THE EARTH MOVED

Giant, toothy-mawed worms the size of freight trains are plowing beneath the grounds of an old section of Riverdale, eating cars, buildings and anything they can detect moving on the surface. Archie and the gang must figure out how to stop these creatures before they move on to the rest of Riverdale.

E/I Issue(s): "History is worth preserving."

AWM104 BRAIN OF TERROR

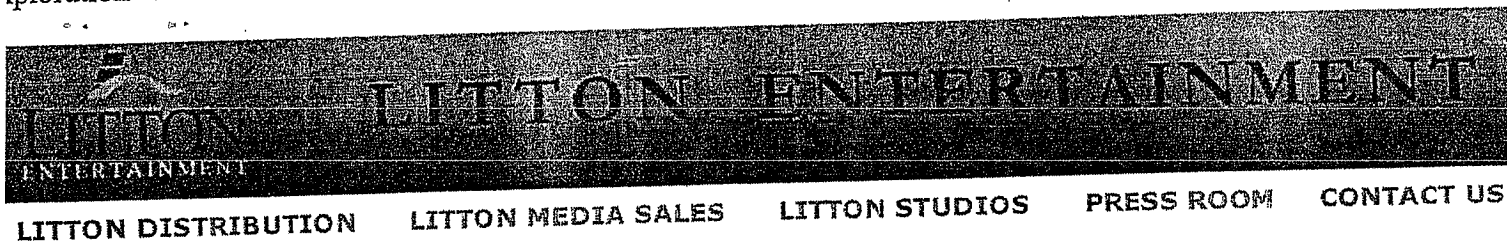
Moose is close to being cut from the football team unless he is able to bring his grades up. Dilton zaps him with a "smart ray" that makes him instantly smart and soon Moose is passing all of his classes. He even gets invited to join the Academic decathlon team. In order to keep up, Moose zaps himself again. Soon he turns himself into a mad genius who must suck the psychic energy from Riverdadians in order to feed his growing brain. Archie and the gang must stop Moose's brain-feeding frenzy and bring him back to normal, and help him realize there are no shortcuts to learning.

E/I Issue(s): "Taking shortcuts to learning only cheats ones self -- there are no shortcuts to learning."

AWM105 ATTACK OF THE KILLER SPUDS

An alien invasion turns Riverdale teenagers into zoned-out couch potatoes, while sentient space potatoes mutate to replace them as vegetable zombies. It's up to Archie and Dilton to free their friends from the spell of the Great Potato and save Riverdale from the killer Spuds!

E/I Issue(s): "It's not good to watch too much TV"



Litton Distribution

Strips

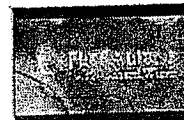
Weeklies

Litton News Service

Specials

Litton Distribution

Exploration with Richard Wiese



From the creators of The Amazing Race, Exploration with Richard Wiese preserves your instinct to explore. Join world explorer Richard Wiese in this half-hour thrill ride that ignites the senses in extreme expeditions captured throughout the world. New technology uncovers hidden secrets of the world, space and beyond as our camera follows Richard Wiese on land, sea, air and into space.

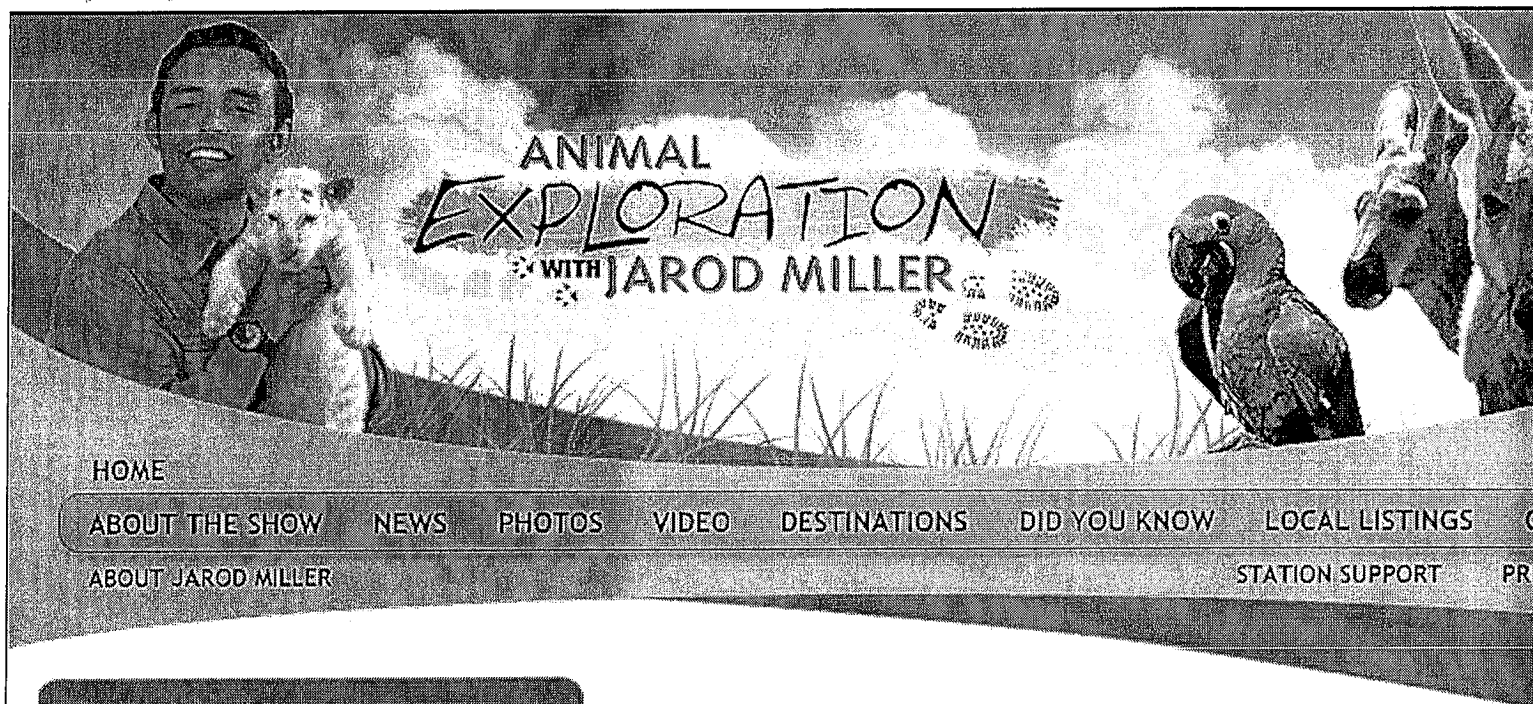
Sample Report

"Discover Forgotten Underwater Temples" 10,000 years ago, during the last great Ice Age, the sea level around the world was 100 feet below what it presently is. The pre-Mayan people of the Yucatan jungle used an extensive cave system to worship their gods, building elaborate temples within them. Today, these temples are submerged, and we will undertake the dangerous journey to explore this underwater jungle.

- 26, Half-Hour Episodes
- Live Action
- Target Audience: 13-16 and the entire family
- Barter 3.5/3.5
- Available Fall, 2005



- Trailer
- :10 sec Promo
- :15 sec Promo



Recent Press

About the Show: Animal Exploration with Jarod Miller



Ever wanted your own personal tour guide to the world of animals? Dream of dancing with wolves, running with the bulls or flying with eagles? From cheetahs to chimpanzees, from snakes to snails, from baboons to bears, Animal Exploration with Jarod Miller brings viewers close and personal with the most fascinating members of the animal kingdom. Exciting, surprising, and fun, Animal Exploration entertains, informs and inspires viewers as Jarod interacts with creatures in unexpected ways.

Jarod's unique perspective on creatures large and small is seen in episodes such as ³Need for Speed,² in which viewers learn about fast-paced lives of the animals one might expect, like cheetahs, but also about the world's fastest butterfly, the fastest-striking snake, and

Expect the unexpected when Jarod makes live appearances with wild animals on these upcoming television shows:

September 27 LIVE WITH REGIS AND KELLY

Coming Soon: RACHAEL RAY

And you can catch Jarod on LATE NIGHT WITH CONAN O'BRIEN on YouTube here:

[Click Here](#)

THE TYRA BANKS SHOW here:

[Click Here](#)

that bears a striking and deadly resemblance to the velociraptor



In other episodes, Animal Exploration will explore ³Camo, Ammo Other Amazing Skills,² about the fantastic adaptations various species have made to enhance their chances of survival, while ³Family Ties reveals the strangely human habits many animals share with us. upcoming shows include ³Creepy Critters,² about animals whose and spooky characteristics help them survive, as well as ³Animals Extreme,² which features animals that thrive in unbelievable conditions.

Each week's show features a ³Did You Know?² segment, enabling viewers to take away something from the show that they can use in their own backyards.

Come along with Jarod to the nearest and farthest corners of the world as well as to your local zoo, as he explores the human/animal interaction on the face of an ever-changing world.

Animal Exploration with Jarod Miller is animal TV for the next generation.



**AIR SCHEDULE
2007-2008 SEASON
4th Quarter**

| Week of: | Episode: | Title |
|--------------------------|---------------|-----------------------------------|
| September 24, 2007 | Episode 301 | Need For Speed |
| October 1, 2007 | Episode 302 | Animal Giants |
| October 8, 2007 | Episode 303 | Camo, Ammo & Other Amazing Skills |
| October 15, 2007 | Episode 304 | Family Ties |
| October 22, 2007 | Episode 305 | Survival of the Fittest |
| October 29, 2007 | Episode 306 | Creepy Critters |
| November 5, 2007 | Episode 307 | Animals In the Extreme |
| November 12, 2007 | Episode 308 | Great Animals with Gross Habits |
| November 19, 2007 | Episode 309 | Unusual Alias |
| November 26, 2007 | Episode 301-R | Need For Speed |
| December 3, 2007 | Episode 302-R | Animal Giants |
| December 10, 2007 | Episode 303-R | Camo, Ammo & Other Amazing Skills |
| December 17, 2007 | Episode 304-R | Family Ties |
| December 24, 2007 | Episode 305-R | Survival of the Fittest |
| December 31, 2007 | Episode 306-R | Creepy Critters |



Synopsis of Programs

Need For Speed (#301) . Location: Miami, FL

Speed is the name of the game. Jarod explores fast animals and why their speed helps them to survive.

Animal Giants (#302) . Location: Miami, FL

Size matters. especially when it comes to survival. Jarod explores large animals and how their size contributes to their ability to survive.

Camo, Ammo & Other Amazing Skills (#303) . Location: Miami, FL

Jarod explores animals that use different methods of protection and camouflage to help them survive.

Family Ties (#304) . Location: Miami, FL

Jarod explores animals that share a strong resemblance to human habits or anatomy. From an interest

in shiny objects to opposable thumbs, these animals can seem just like us.

Survival of the Fittest (#305) . Location: Miami, FL

Jarod explores animals that have evolved to be particularly well suited to their environments. From rapidly changing animals to those that have changed little over millions of years, these animals are an excellent fit for their environment.

Creepy Critters (#306) . Location: PA, NY, NJ

Jarod explores animals people might tend to think of as .creepy,. and looks at how their distinctive appearances and habits help them to survive in nature.

Animals in the Extreme (#307) . Location: PA, NY, NJ

Jarod explores animals that are able to survive in extreme environments. From bitter cold to scorching heat, these animals are uniquely suited to their unusual habitats.

Great Animals with Gross Habits (#308) . Location: PA, NY, NJ

Jarod explores animals and some of their lifestyles, habits or mannerisms that people might tend to think of as .gross.. From eating carrion to projectile poop, these animals have some unusual behaviors.

Unusual Alias (#309) . Location: PA, NY, NJ

Jarod explores animals with unusual names and how they earned them. For example the Bearcat is neither a bear nor a cat . so why is it a Bearcat?

Animals in the Nose (#310) . Location: PA, NY, NJ

Jarod explores animals that have distinctive noses whether for their great sense of smell, the unusual uses, or simply the size or shape of their nose.



HORSELAND

Curriculum Statement

Mission: To promote and reinforce positive social skills, interpersonal interactions, and character development to 9- through 11-year-olds via the portrayal of the actions and experiences of positive social models in the context of engaging and entertaining stories.

Target age range: 9 – 11 years.

Need: Surveys consistently find that parents want their children to acquire a range of positive attributes and abilities. Personal interviews and national surveys (e.g. The General Social Survey) consistently reveal the importance to parents of such personal characteristics as honesty, good sense and judgment, responsibility, independence, self-confidence, perseverance, etc., and such social attitudes and skills as consideration for others, respect for diversity, cooperation, friendliness, getting along with others, cooperation, and more. Many parents also note that it is difficult to find age appropriate television programs that model such attributes for young viewers, particularly those approaching the teen years.

Concept and Approach: Take a riding stable devoted to teaching dressage to young people, mix in half a dozen “tweens” from very different backgrounds, and a stable full of jumping horses (also from very different backgrounds) who, when people are not around talk to each other; add to the conversation the voices of one supercilious cat, one very curious pig, and a wise, old barnyard-dog, and you have a recipe for an almost unending supply of stories about how kids can learn to get along, accept responsibility, and develop self-confidence, self-esteem, and a strong, positive character. *Horseland* isn’t just a stable where kids learn to ride and take care of their animals. It’s a microcosm ... a small world in which three pre-teen girls and a boy encounter and learn to resolve many of the same kinds of problems and issues that most kids face in their daily lives as they struggle to become positive, productive adults.

Each week, Sarah (a child of wealthy parents), Alma (a first generation Hispanic), Molly (an African-American from the city), and Bailey (son of the stable’s owners) strive to become the best competitive riders they can possibly be. This entails learning not only the finer points of dressage, but also how to take care of their horses, the stable, and each other. As their friendship grows, they confront problems that put their honesty, their integrity, their self-confidence ... and sometimes even their friendship to the test. Their problems, and how they deal with them, serve to provide concrete examples of positive social behavior that can serve as excellent models for the viewing audience.

But *Horseland* goes a step further than simply portraying positive social models. The animals that inhabit Horseland have the power to speak to each other. And speak they do, often and raising questions about and commenting on the “strange” behavior of their young caretakers. Fortunately, the most stable and steady voice among the animal chorus is that of Shep, and old barnyard dog. He has been around long enough to have seen several generations of youngsters pass through Horseland, hence to have some pretty clear ideas about how people in general and kids in particular can and should behave. Shep’s comments to Teeny the pig and Angora the cat, as well as to the kids’ various mounts, helps to explain many of the social issues inherent in the our young riders face, as well as to underline and reinforce important lessons.

Ultimately, *Horseland*’s attractive, engaging preteen characters involved in clear, concrete actions that model appropriate prosocial behaviors, in combination with the questions, comments, observations, and explanations of the stable’s various four-legged inhabitants provide clear, powerful prosocial educational messages in the context of a highly entertaining, animated television series.

Horseland:

Educational issues and log lines

HL101 – *FIRE, FIRE BURNING BRIGHT*

E/I issue(s): responsibility

E/I synopsis: The gang is going camping, and everyone is assigned duties for which they are responsible. When Chloe and Zoey fail to fulfill their responsibilities, the result is a disastrous forest fire and a race to escape the flames. The sisters learn a hard lesson about the importance of meeting one’s responsibilities.

HL102 – *WIN SOME, LOSE SOME*

Educational issue: being a good loser; accepting responsibility for one’s own actions

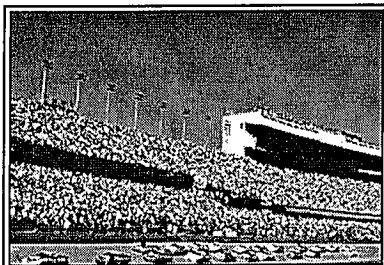
Educational synopsis: Alma is so sure that she is going to win the jumping competition that she fails to practice or to pay attention. Her performance suffers, and to make matters worse, Chloe is doing great. Then, when Alma discovers one of the judges is an old “friend” of Chloe’s mother, she is sure the fix is in and that Chloe is winning by cheating. When it turns out that the old friend is more of an old acquaintance, who does the sisters no favors Chloe has to eat a little crow for accusing Chloe of winning by false pretenses. More important, she has to take responsibility for her own poor performance.

HL103 – *YOU CAN’T JUDGE A GIRL BY HER LIMO*

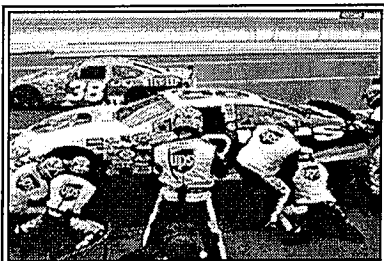
Educational Issue: stereotypes; jumping to conclusions

3 WIDE LIFE

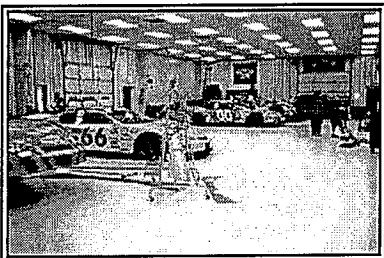
3WL MISSION STATEMENT



3 Wide Life meets the educational and information needs of children 13-16 years of age by providing viewers with an inside look at challenges met and lessons learned while competing in motor sports.



3WL looks at current NASCAR teams, crew members, business personnel and drivers who share their experiences, advice, and stories, educating teens and providing an in-depth look at the hard work and dedication it takes to achieve their goals.



Overcoming Adversity – Meet role models who have achieved their goals by overcoming adversity or physical disabilities.

Crew Review – Demonstrates the importance of teamwork by taking the viewer inside the workings of modern crew members.



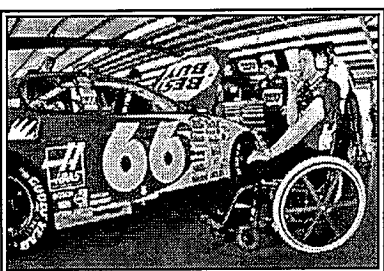
Racing as a Career – Find out what internships, education and professional experience is needed to find yourself working on a racing team, either in competition or in business management

Technology – Explaining the technical aspects of racing, the equipment that make these machines technological marvels.



Kids in Racing – Spotlight of developing drivers around the country who are aspiring pros, and learn how their personal values have contributed to their achievements.

Racing Roots – Where racing begins; local short tracks and amateur series for kids and teens.



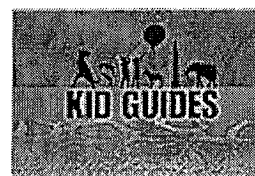
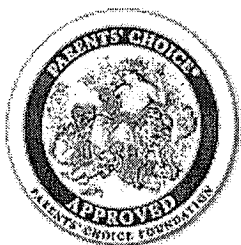
Business of Racing – What it takes to make a team operate, how sponsorship works, business management, problem solving, exploring marketing opportunities, providing insight and and explanation about the sport of motor car racing.

Cause – Team and sponsor philanthropies, and how the racing community helps out to improve the lives of others.

More Information: Randee at randee_m@cox.net / 602.769.8736

LEVERAGE
sports
www.LevSports.com





Kid Guides

Spring 2007 Television

Ages: 4 - 12 yrs.

Producer: Echo Entertainment

Network: Various

Show Description:

Join hosts Matt and Brittney as they travel to zoos, museums, aquariums, and other family destinations.

The two young guides give viewers a kids-eye view as they swim with sharks, feed tigers, set off fireworks, perform in dolphin shows, and interview real spies.

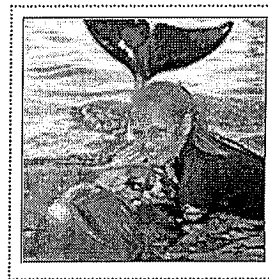
TUESDAY OCTOBER 09TH , 2007

[Welcome](#)[Meet the Hosts](#)[Show Guide](#)[Show Times](#)[Guides' Club](#)[Resources](#)[Sponsors](#)[Contact Us](#)

Show Guide

Explorer's Corner

On Explorer's Corner we get behind the scenes to get in depth experiences about the things we love. Learn what it takes to be an elephant keeper. See a physical on a shark. Learn all about white tigers. There's no limit.



Animal Star

Animal Star features some of the coolest animals we see. From pandas to piranhas to rhinos to flamingos, we bring you incredible facts about some of the most amazing animals.



Book Corner

Book Corner highlights some of the best books that get you more information about the things you're most interested in. If you want to learn more about everything from spies to poop, we've got a book for you.

